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Congratulations For Taking a Leap in Your Business

Dear Enterprising Entrepreneur,

First of all, many congratulations for being a part of eComNation. **We are pleased to send you the eCommerce Success Toolkit - a powerful companion in your eCommerce Journey.**

This indeed is a proud moment for us. The toolkit you hold in your hand combines 15+ years of marketing experience, organized in a compact folder.

It took us many weeks of hard-work to devise the templates, resources and examples inside this toolkit. However, the real success of this toolkit lies in your hand.

To help you make the best use of this toolkit, we have included a 12 weeks marketing action plan. The 12 weeks marketing action plan consists of a checklist of small weekly actions. When you take one small step at a time, each week, it gets a lot easier to implement the ideas and concepts in this toolkit. Once implemented, you will be well on your way to build a remarkable marketing system for your business.

All Wealth in Modern World is System Based

Combined with a powerful ecommerce presence and a software back-end, this toolkit will allow to build complete marketing system for your ecommerce business.

With Best Wishes for Your eCommerce Success!



Chirag Jobanputra
Co-Founder



Hrishikesh Jobanputra
Co-Founder

Committed to Your eCommerce Success

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Welcome to eComNation Six Weeks Launch Program.

The Six Weeks launch program is strategically designed to ensure that your ecommerce business gets a fast head start while completely eliminating errors or delays and ensuring that your site complies to highest quality standards in eCommerce. Kindly review the program outline overleaf, so that, you can take maximum advantage of our services.



Six Weeks Launch Program Overview

Week 1

- ✳ **MEETING 1: Orientation of Your Six Weeks Launch Program:** The eComNation expert will provide you an overview of the systems, process and methodology to launch your ecommerce business. The eCom Expert will go through a standard questionnaire you need to answer.
- Domain registration/Domain Access :** If you do not yet own a domain name, a domain name will be registered in your name.
- Payment gateway application:** Application for payment gateway will be made and you will need to submit corresponding KYC documents.
- Product Review:** The eComNation Expert will review your products and develop a deeper understanding of your business.
- Scheduling Product Photo Shoot:** If product photoshoot is included in your launch program, we'll schedule an appropriate day/time for the photoshoot.
- Information Architecture Creation:** Based on the understanding we have developed for your business and products, we'll develop an information architecture of your ecommerce site.

Week 2

- Product photoshoot:** Our photography team visits your location and take product pictures.
- Writing product description:** A detailed description is written for each product
- Preparing the inventory sheet:** The inventory sheet will have SKU, product description such that it can be uploaded in our ecommerce system.
- Website content creation:** Website content is written used on inputs received during the initial orientation session.
- Home page design:** Our design team creates a concept for the home page for your ecommerce store based on the research and best practices.
- ✳ **MEETING 2: Home Page Design Review:** The eComNation Expert presents you the home page design during one to one meeting in person or on a virtual call.
- Design Revision:** Design is revised based on your feedback and sent for your approval.
- ★ **MILESTONE 1: Home Page Design Approved**

Week 3

- Inner page design:** Inner design pages is created based on the approved content and home page concept approved in milestone 1.
- MEETING 3: Inner Page Design Review:** The eComNation Expert presents the inner page design during a one to one meeting in person or on a virtual call.
- Design Revision:** Design is revised based on your feedback and sent for your approval.
- ★ **MILESTONE 2: Inner Page Design Approved**
- Setting up the Product Catalog:** The product catalog is uploaded into our inventory management system.



Six Weeks Launch Program Overview

Week 4

- Design Integration:** Your unique design is integrated into our ecommerce engine complying to w3c web standards.
- Checkout Customization:** The checkout page is customized with your brand logo and look & feel of your website to ensure a cohesive checkout experience.
- Automated email message customization:** All automated ongoing emails such as order confirmation email, order shipped email, shopping cart reminder emails are customized messages and design unique to your brand.
- Third Party Account Creation:** Opening account in campaign monitor, opti-monk, google analytics, google webmaster tool.
- Shipping and Payment Gateway setup:** Shipping and payment gateway set up is completed.

Week 5

- On-page SEO optimization:** All products and website pages are optimized for Google to ensure that each page of their website is indexed properly on Google.
- Integrating google analytic:** Integrating google analytics on your website and checkout page to measure your store performance.
- Special offers:** Creating special offers and hooks for the launch campaign
- Speed check and optimization:** At this point, the website GT matrix review of score and optimization
- W3C compliance check:** Website is checked for w3c standard compliance.
- Mobile compatibility test:** Testing your website on a variety of screens and resolution.
- Domain mapping:** Your domain name is mapped with your website, replacing the temporary store url.

Week 6

- * **MEETING 3: Live website demo and eCommerce Training:** The eComNation Expert shows the live website demo and provides you a completely overview of the eComNation software system.
- Transaction tests:** Conducting live transactions to ensure orders and placed and processed correctly.
- ★ **MILESTONE 3: Launch Announcement: Your website launch is now announced to your family, friends, customers and community.**
- Google Submission:** Post launch, we'll generate sitemap.xml for your website and submit it to Google webmaster tool. So that, Google begins to index your website sooner than later.

* NOTE: Certain Items in this launch program may change or may not be applicable depending on the package you have selected.

Ecommerce Launch Checklist

Customer Name	Store ID	Temporary Store URL	
Account Manager	Start Date	End Date (Planned)	End Date (Actual)

Kindly review each item in this checklist carefully and hand it over to your eComNation Expert with your signature.

#	Item	Status
Third Party Configurations		
1	Domain name configuration	
2	Payment gateway test transaction done successfully	
3	Google Analytics Tracking code	
4	Google Analytics code for checkout	
5	Google Analytics Conversion code snippet	
Website Configurations		
6	Weight based shipping configuration	
7	Configuration of logo on Invoice, Outgoing automated email notifications	
8	Outgoing email address and order notification. Your customers will receive automated email from your email address. It is important that an official email address is configured.	
9	Enable Shipping destination (Country & State)	
10	Tax configuration (tax configuration is not necessary in case order total is inclusive of tax)	
11	Enable Offline payment such as COD or bank transfer instruction during the checkout	
12	Variant display setting. The variant of a product should be displayed in a logical order. For instance, X, XI, XXL should be displayed in a particular order.	
13	Valid company address on outgoing email notifications, invoice, and labels.	
14	Able to change navigation items through navigation menu's section	
15	Preferences configurations: Currency, KG/gm, Timezone	
16	Sitemap Generated	
Catalogue Checklist		
17	Setup Product categories with Filters. For instance category called 'Shirts' would have 'Colors', 'fabric', 'Pattern'	
18	Catalogue setup: setting up product catalogue with title, price, product images, description, product options	
19	Setting up of content pages as per information architecture	

#	Item	Status
Catalogue Checklist		
20	Home page banners with Call To Action to relevant pages	
21	Setup of relevant content on the home page (i.e. customer testimonial, sub-banners, header and footer links.	
22	Personalized checkout page. The checkout page must have color pallet and store logo.	
23	Working of related products	
24	Working on Recently viewed product	
25	Working of featured product	
26	Unified image dimensions of the product list and detail images.	
Performance Tests		
27	Speed Test: GTMetrix Score. The store must pass A score in GTmetrix text. Score lower than A is not acceptable. GTMetrix score can be checked at http://gtmetrix.com	Score:
28	W3C compliance Test: The store should pass W3C markup validation. The validation can be checked at https://validator.w3.org/	
29	Mobile Responsiveness Test: Responsiveness of the online store. The store must work appropriately across all the mobile, tablet, and high resolution monitors can be checked at http://mobiletest.me/ and http://responsivedesignchecker.com/	
Transaction Tests		
30	5 Successful online transactions	
31	1 customer account creation	
32	Processing at least 3 orders with invoices	
33	All automated messages are going correctly	
Asset Transfer		
34	Website content in a word document	
Product Demo		
35	Show order processing, dashboard, inventory management, navigation menu changes, add/update content, basic/advanced theme editor, overview of settings, management customers.	

Approval & Sign Off

I have reviewed all of the above checklist items and approve the store delivery. The product demo has been shown to me and all questions have been answered satisfactorily.

eComNation Expert Signature,

Client's Signature,

Date:

We Want Your Feedback

Please take a moment to share with us your thoughts on the services provided eComNation. We Appreciate any and all feedback.

Please rate your service experience. 1 Star being poor and 5 Stars being great.

Kindly tick on the star you want to assign for each parameter.

Quality of Website	1	2	3	4	5
					
Communication and Professionalism of the eComNation Expert					
Overall Service Experience					

Comments on the overall experience:

Suggestions for improvements

Name: _____

Phone: _____

E-mail: _____

**Please handover this feedback to your eComNation Expert OR
Mail your feedback to:**

eComNation.in, A-305, Solitaire Corporate Park, Nr. Diva Bhaskar House, S.G.
Highway, Makrba, Ahmedabad-380015.

Section II
**Business/Marketing
Templates**

Marketing Action Plan

The key to a great marketing is baby steps and small actions. Here are the suggested marketing activities during the first 12 weeks . In just about 12 weeks, you will create a marketing system around your ecommerce site that works for you in a semi-automated way. You don't need to follow each step in the exact same order. You can adjust your marketing steps based on the time you can dedicate and how quickly you want to reach your goals.

Week 1

- Set up 12 months Goal
- Define your target audience

Week 2

- Create a Traffic Plan (Also Refer to the Traffic Map)

Week 3

- Import existing customer database in an email marketing software

Week 4

- Plan a 3-step marketing campaign for existing customers (using campaign planner)

Week 5

- Set up a lead magnet

Week 6

- Set up welcome email sequence for first time subscribers (Using welcome email guidelines)

Week 7

- Launch first marketing campaign for existing customers

Week 8

- Implement Traffic Plan

Week 9

- Create your marketing campaign plan for 2016 (Using 2016 campaign planner)

Week 10

- Launch customer referral program (Using Refiral)

Week 11

- Measure performance for first month (Using performance report template)

Week 12

- Review and improve your marketing assets based on performance

Lead Magnet Planner

What is Lead Magnet?

A lead magnet is a FREE Give away that entice your potential customers to submit their contact information. Once you have contact information of your potential customers, you can follow up with them and convert them into paid customers.

This document will allow you to plan a strong lead magnet for your ecommerce store.

Types of Lead Magnets

1. **Information Based Lead magnet:** Information such as free catalog, free report, buying guides are always perceived to be valuable for your customers. For instance, if you are selling shirts, you can have your customers download a shirt buying guide.
2. **Physical Gift or Free Giveaway:** A physical gift hamper or a free giveaway is an excellent way to give your customers a free taste of your products and command their mental space. For instance, if you are selling mens' formal shirt, you could entice your customers with an inexpensive tie as a free give away.
3. **Gift Voucher / Certificate:** Gift voucher or a gift coupon are an excellent way to get your customers start shopping from your store. You could offer a certain amount of Cash for your first time visitors to use while sipping from your site.
4. **Free Sample:** A free sample of your product can be an excellent way to give your customers a first hand experience of your product. Free samples are usually useful in case of bulk purchases.

Things to Keep in Mind While Crafting Your Lead Magnet

- ✓ It should be instantly and easily consumable.
- ✓ It should be of high perceived value to for which site visitors would exchange their contact information
- ✓ Preferably- it should solve an immediate pain of your target audience
- ✓ Stay away from discounts as lead magnet because they are far too common
- ✓ It should take your potential customer further in their buying journey
- ✓ Use a strong headline or phrase to capture readers attention

What Type of Lead Magnet Would You Like to Offer?

- Information Based Lead magnet such a free catalog, free report, free guide or ebook
- Physical Gift / Free Giveaway
- Gift Voucher / Gift Certificate / Discount Coupon
- Free Sample

My Lead Magnet is....

Give a Suitable Title _____

Sub Title _____

Call to Action _____

New Subscribers Welcome Email Guidelines

Use this powerful and proven email template to welcome your new subscribers and build a strong relationship so that they become your customers.

Crafting Your Introduction Email

Your introduction email is the KEY to building relationship with subscribers before you sell them anything. Since the subscriber has just joined your list, they are curious about opening your email and generally more receptive about what you say.

Here is how you write a powerful introduction email:

- * Introduce yourself/your company
- * Set expectations for what they will receive
- * Restate the benefits of being a subscriber/lead
- * Get them to make micro-commitments
- * Open a "curiosity loop"

Introduction

Your welcome email should come from a real person. It's as simple as stating...

Hi, My name is Hrishikesh Jobanputra and I am the co-founder of eComNation. I wanted to take a second hello and welcome you to the family.

Set Expectations

Tell them exactly what to expect from you, when and how often. Say something like..

Here's what you can expect from us...

Then simply list down things that they can expect from you via email and otherwise

Re-state benefits

I know this is this is going to be an absolute game changer for you because... write a couple of strong benefits to receive your email.

Ask them to whitelist you

Asking them to whitelist your email ensures that your email does not hit the spam folder. At the same time, it is a good idea to ask for a micro-commitment.

Ask them to Connect Outside Inbox

This is where you can increase engagement with your new subscriber on social media. Say something like ... Take two seconds and join us on [Facebook, Twitter, You Tube, Linked In]

Open Curiosity Loop

Do you know why your Favorite TV drama ends every episode with a cliffhanger. Cliffhanger creates tension and tension creates attention.

Here is an example of open loop...

As an added bonus for subscribing, I am going to be sending you my best [include something interesting here]. It's about [insert something you know your subscriber actually wants]. Be on the lookout for an email from me tomorrow.

The Second Email - Sent one day after welcome email

Subject: Here's your free gift (as promised)

I promised yesterday that I would send you one of our three most popular [blog post, videos, articles, videos, products etc.]...

...but before I do that, I wanted to introduce myself.

[insert a persona pic. It can be you with family or you at the office with your team, whatever is appropriate. Just make sure it's fun and shows your personality]

That's picture of me with [Describe the pic and why it's significant]

EXAMPLE 1: That's a picture of me with my family at our beach house. Purchasing this beach house was truly a dream come true, and now that you're a subscriber I wan too help make your dream come true.

EXAMPLE 2: That's a picture of me with team at a recent office party. AS you can see, we like to mix business with pleasure, because at the end of the day, we love what we do! (And we're pretty dang good at it). I look forward to putting this same passion and enthusiasm to work for you!

Ok, now that we're not strangers anymore..check this out

You're gonna love it. It's about [Hint at benefit and end result without revealing the exact topic]

Go [Watch/read/download] it now, because there's more coming your way ...

Talk Soon,
[your name]

The Third Email - Send 2 days after welcome email

Subject: Here's your 2nd Gift

Yesterday you received:

Gift #1: [TITLE AND DESCRIPTION]

Gift #2: [TITLE AND DESCRIPTION]

...along with a silly picture of me [DESCRIPTION OF PICTURE FROM EMAIL #1].

So if you missed those, you might want to do a quick search in your inbox for this subject line:

[INSERT SUBJECT LINE FOR BEST OF EMAIL #1]

Go ahead and do it now. I'll wait. :)

Now that you're caught back up, you need to check this out:

[LINK TO "BEST OF" CONTENT 3 OF 3]

I truly saved the best for last.

You're about to access [DESCRIBE THE BENEFIT OF CONTENT].

This is without a doubt the most popular [blog post/article/case study/video/swipe le/tool/etc.] I've ever released, and so I know you'll love it too.

So what are you waiting for?

Go [read/watch/download] it now!

Talk soon,

[YOUR NAME]

P.S. Like what you've seen in these last few messages?

Then good news!

[Every week/ Twice a week/ Every month] I send out more content just like this, so there's even more good stuff coming your way.

Also, make sure you're following us on Facebook and Twitter because I also announce new content updates on those platforms, and again I don't want you to miss out.

Join us on Facebook here: [LINK TO FACEBOOK PAGE]

Follow us on Twitter here: [LINK TO TWITTER PROFILE]

Potential Traffic Sources

Once you identify your target audience, make a list of potential media sources where they have an active presence. Do not worry about getting it accurate. You will find out more about each of these traffic sources when you are ready to advertise.

Discussion Forums

Blogs

Websites Selling to Your Target Audience

Magazines

Industry/Members Associations

Industry Associations

Others (Clubs, Local Media, Local Groups)

2016 - Campaign Planner

Plan your marketing campaigns for 2016 using this simple campaign planner. For each month, we have mentioned the key events and their dates. Circle out your date and write the campaign you plan to launch. Give a name to your campaign.

Month	Date / Date	Festival / Day	Campaign
January	Jan 1 Friday	New Year's Day	
	Jan 14 Thursday	Makar Sankranti	
	Jan 15 Friday	Pongal	
	Jan 16 Saturday	Guru Govind Singh Jayanti	
	Jan 26 Tuesday	Republic Day	
February	Feb 12 Friday	Vasant Panchami	
	Feb 14 Sunday	Valentine's Day	
	Feb 19 Friday	Shivaji Jayanti	
	Feb 22 Monday	Guru Ravidas Jayanti	
March	Mar 4 Friday	Maharishi Dayanand Saraswati Jayanti	
	Mar 7 Monday	Maha Shivaratri/Shivaratri	
	Mar 20 Sunday	March equinox	
	Mar 23 Wednesday	Holika Dahana	
	Mar 24 Thursday	Maundy	
		Dolyatra	
	Mar 25 Friday	Good Friday	
Mar 27 Sunday	Easter Day		
April	Apr 8 Friday	Chaitra Sukhladi	
	Apr 13 Wednesday	Vaisakhi	
	Apr 14 Thursday	Mesadi/Vaisakhadi	
	Apr 14 Thursday	Ambedkar Jayanti	
	Apr 15 Friday	Rama Navami	
	Apr 20 Wednesday	Mahavir Jayanti	
	Apr 21 Thursday	Hazarat Ali's Birthday	
May	May 1 Sunday	May Day	
	May 8 Sunday	Mother's Day	
	May 8 Sunday	Birthday of Ravindranath	
	May 21 Saturday	Buddha Purnima/Vesak	
June	Jun 19 Sunday	Father's Day	
	Jun 20 Monday	June Solstice	

2016 - Campaign Planner

Month	Date / Day	Festival / Day	Campaign
July	Jul 1 Friday	Jamat Ul-Vida	
	Jul 6 Wednesday	Rath Yatra	
	Jul 8 Friday	Ramzan Id/Eid-ul-Fitar	
August	Aug 7 Sunday	Friendship Day	
	Aug 15 Monday	Independence Day	
	Aug 15 Monday	Thanksgiving Day	
	Aug 17 Wednesday	Parsi New Year	
	Aug 18 Thursday	Raksha Bandhan (Rakhi)	
	Aug 25 Thursday	Janmashtami	
September	Sep 5 Monday	Ganesh Chaturthi/Vinayaka Chaturthi	
	Sep 12 Monday	Bakr Id/Eid ul-Adha	
	Sep 14 Wednesday	Onam	
	Sep 22 Thursday	September equinox	
October	Oct 2 Sunday	Mahatma Gandhi Jayanti	
	Oct 11 Tuesday	Dussehra (Maha Navami)	
	Oct 12 Wednesday	Muharram/Ashura	
	Oct 19 Wednesday	Karaka Chaturthi (Karva Chauth)	
	Oct 16 Sunday	Maharishi Valmiki Jayanti	
	Oct 30 Sunday	Diwali/Deepavali	
	Oct 31 Monday	Halloween	
November	Nov 1 Tuesday	Bhai Duj	
	Nov 6 Sunday	Chhat Puja (Pratihar Sashti/ Surya Sashti)	
	Nov 24 Thursday	Guru Tegh Bahadur's Martyrdom Day	
December	Dec 13 Tuesday	Milad un-Nabi/Id-e-Milad	
	Dec 21 Wednesday	December Solstice	
	Dec 24 Saturday	Christmas Eve	
	Dec 25 Sunday	First Day of Hanukkah	
	Dec 25 Sunday	Christmas	
	Dec 31 Saturday	New Year's Eve	

Section III

Performance Reports

Monthly Performance Report

Month _____

Performance Summary

Total Visitors	Orders Received	Conversion Rate	Revenue (Rs.)	Average Order Value (Rs.)
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<i>% Increase or Decrease Compared to Previous Month</i>				
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Email Subscribers Growth And Conversions

New Email Subscribers	Subscribers Who Became Customers	Conversion Rate
<input type="text"/>	<input type="text"/>	<input type="text"/>

Repeat Customers

# Repeat Customers	# Orders	Revenue
<input type="text"/>	<input type="text"/>	<input type="text"/>

Referrals

# New Referrals	# Orders	Revenue
<input type="text"/>	<input type="text"/>	<input type="text"/>

ROI Calculator (Top 5 Traffic Sources)

Traffic Source	Money Spent	# Visitors	Revenue	ROI
<input type="text"/>				
<input type="text"/>				
<input type="text"/>				
<input type="text"/>				
<input type="text"/>				

Section IV

Marketing Swipe Files

Dushera Marketing Campaign Template

Campaign Overview

This is a three step print mailer/email sequence designed to sell to customers who have already bought from you earlier. This print mailer sequence and email sequence should go parallel to create maximum impact. Frequency of emails needs to be much higher than print mails (because it's free).

Also, it is better to segment customers based on products they purchased and customize this campaign based on their buying interest. For instance, if someone is buying kid's toys from your website, sending them office supply offer might not work well.

So, the first step is to plan the campaign.

Campaign Planning

Step 1: Segment your customer list based on their purchase category and list down those categories below:

Customer Segment 1 _____

Customer Segment 2 _____

Add as many segments as you can. This step is optional but we need at least one segment.

Step 2: Once you have figured out customer segments, determine what offers will best resonate with each customer segment.

Offer for Segment 1 _____

Offer for Segment 2 _____

Add as many offers as you can.

Step 3: Next, Think about FREE Gift (or Gifts) you can combine with these offers or with order totals. The free gift should NOT be more of the same product but it should be something different, yet very exciting (and inexpensive). Gifts can be offered based on total shopping amount to increase average order value. So there will be a specific gift based on the order total amount. Up to 3 gift slabs are fine.

Step 4: Once you do that, create coupon on website admin. You can create one common coupon or you can create separate coupon for each offer.

Advanced Approach: The reason why you want to separate coupon for each offer is so that you can measure effectiveness of each offer. You can also use a different coupon for each letter so that you exactly know which letter produced the most purchases.

Step 5: Customize the mail templates in the next page with your offers. Use a similar format for your emails.

Step 6: Mail Merge / print labels and start sending the mailers/emails on same date.

The Campaign Sequence

NOTE: To maximize the impact of this campaign, you can use both Email and Physical mail such as postcard or letter. Usually, a multimedia approach will double your response.

Email/Mailer #1: This mailer/email goes at the launch of this campaign

How did Shri Hanuman Celebrate Dussehra?

Did he Gave the monkey army a Banana Feast?

We'll let you know as soon as we have an Update.

But for now, You have plenty of great reasons to celebrate this Dussera. Clap to the fire of burning Ravana, dance to the tune of Navratri or get Mesmerized by Goddess Durga, you have more than one reason to celebrate.

[Your offer 1] on [Product category 1]

[Your offer 2] on [Product category 2]

[Your offer 3] on [Product category 3]

Get an Assured Gift on every purchase Above Rs. XXX

[Gift name goes here] [Gift photo goes here] [Gift price goes here]

Gift one : On total purchase amount of Rs. xxx or above

Gift two : On total purchase amount of Rs. yyy or above

Gift three: On total purchase amount of Rs. zzz or above

How to Avail this offer?

Visit our website : [Website address goes here]

Apply this discount coupon on Shopping cart: [Coupon code]

Complete your purchase

Hurry..Offer expires on [Date goes here]

Email/Mailer 2: This mailer/email goes 7 days after the first one (only to those who didn't respond to the first one)

How many Monkeys Fought the Battle of Ramayana

We don't have an exact count yet. However, what we know for sure is that Good always prevails, no matter how big or small the numbers are.

And this Dusshera, we are celebrating the triumph of Good over Evil. That's why, we have opened FloodGates of discounts for you in the festivities.

[Your offer 1] on [Product category 1]

[Your offer 2] on [Product category 2]

[Your offer 3] on [Product category 3]

Get an Assured Gift on every purchase Above Rs. XXX

[Gift name goes here] [Gift photo goes here] [Gift price goes here]

Gift one : On total purchase amount of Rs. xxx or above

Gift two : On total purchase amount of Rs. yyy or above

Gift three: On total purchase amount of Rs. zzz or above

How to Avail this offer?

Visit our website : [Website address goes here]

Apply this discount coupon on Shopping cart: [Coupon code]

Complete your purchase

Hurry..Offer expires on [Date goes here]

Email/Mailer 3: This mailer goes 7 days after the second one ((only to those who didn't respond to the second one)

The Monkeys Are Still Waiting for You at the Celebrations

Lord Hanuman's Chief Organizer told us that they haven't heard from you yet.

We are still waiting for you to join our Dussehra celebration. Hurry up because all our Dussehra offer disappear in the next x-days.

This means you have only x-days left.

[Your offer 1] on [Product category 1]

[Your offer 2] on [Product category 2]

[Your offer 3] on [Product category 3]

Get an Assured Gift on every purchase Above Rs. XXX

[Gift name goes here] [Gift photo goes here] [Gift price goes here]

Gift one : On total purchase amount of Rs. xxx or above

Gift two : On total purchase amount of Rs. yyy or above

Gift three: On total purchase amount of Rs. zzz or above

How to Avail this offer?

Visit our website : [Website address goes here]

Apply this discount coupon on Shopping cart: [Coupon code]

Complete your purchase

Last x-days left.